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# Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2564

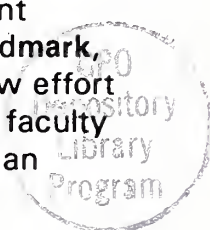
June 26, 1992

**U.S. AG EXPORTS UP** -- U.S. agricultural exports during April -- at \$3.7 billion -- were up 18 percent from the same month last year, according to the June issue of **Agricultural Trade Highlights**. Sharply higher shipments of wheat, soybeans and products, and high-value products accounted for most of the gain. April's performance brings the cumulative fiscal 1992 total to \$26.3 billion, up 13 percent from the same period last year. Consumer-oriented exports are up 19 percent over the same seven-month period last year. **Contact: Mike Woolsey (202) 720-1294.**

**YOUTH AT RISK** -- USDA has awarded \$10 million to state Extension Services to establish and continue "Youth at Risk" programs in certain communities across the nation. The "Youth at Risk" program is targeted to youth who are vulnerable because of poverty, lack of parental and community support and negative peer pressure, says **Myron Johnsrud**, administrator of USDA's Extension Service. In 1991, \$7.5 million in federal funds supported 70 projects. The \$10 million for 1992 will allow for the continued support of 68 of these programs, and for the creation of 25 additional projects. **Contact: Tom Willis (202) 720-2047.**

**SWISS CHEESE UNDERCUTS U.S.** -- The U.S. government has determined that Swiss cheese imported from Switzerland is being subsidized by that country's government and is unfairly undercutting the price of U.S.-produced Swiss cheese, Secretary of Agriculture **Edward Madigan** says. "This determination opens the way for the U.S. trade representative to notify the government of Switzerland that it has 15 days from notification to eliminate the subsidy or otherwise ensure that the wholesale price of the imported cheese is not less than the wholesale price of U.S.-produced produce," Madigan says. If the issue is not resolved within 15 days, the next step would be a recommendation to the president that import fees be imposed on the Swiss cheese. **Contact: Lynn K. Goldsbrough (202) 720-3930.**

**FOREST RESEARCH PROJECT AT LINCOLN UNIVERSITY** -- USDA's Forest Service is establishing a research project at Lincoln University, an 1890 Land Grant institution in Jefferson City, Mo. The unit will study the long-term effects of forest management practices on site productivity in central hardwoods forest ecosystems. **Ronald Lindmark**, director of Forest Service's North Central Forest Experiment Station, called the new effort "an excellent opportunity to strengthen ties with the historically black university's faculty and students while learning how best to manage the central hardwoods forests in an environmentally sound way." **Contact: John Denne (202) 205-0974.**



**U.S. SPECIALISTS HELP RUSSIA** -- Secretary of Agriculture **Edward Madigan** is sending four teams of wholesale market development specialists to Russia this spring and summer to help that country stabilize and modernize its food marketing system. "This technical assistance is designed to help Russia set up an efficient system of post-harvest handling, storage and wholesale marketing and distribution of food products," Madigan says. "Such a system will be an important component in the federation's continuing progress toward developing workable free markets and a stable democracy." Three of the teams are already in Russia and the fourth will travel there later this summer. **Contact: Connie Crunkleton (202) 720-8998.**

**USDA'S NATIONAL ORGANIC STANDARDS BOARD** will meet July 7 to 10 in Fort Collins, Colo. **Daniel D. Haley**, administrator of USDA's Agricultural Marketing Service, says the board will review progress reports and plans of its subcommittees and develop a long-range plan for board program implementation. **Contact: Becky Unkenholz (202) 720-8998.**

**HISTORIC BARNs** -- The University of Vermont Historic Preservation Program at Burlington is sponsoring a new course on barn history. The course is designed for planners and policy makers, teachers, farmers, property owners, historians and students studying conservation and preservation of historic agricultural properties. From the small "English" barns of the late 1700's to the five-story dairy barns of the early 20th century, lingering evidence of medieval transitions, bountiful harvests and bleak hard times can be found in the barns, which dot our rural landscape. **Contact: University of Vermont (800) 639-3210.**

**WILD WHEAT GENES** -- A type of wild wheat carries genes that may provide resistance to future infestations of the leaf rust that has ravaged this year's hard red winter wheat crop, USDA scientists report. The genes appear to be very powerful against rust, says **Thomas "Stan" Cox**, a wheat geneticist with USDA's Agricultural Research Service at Manhattan, Kans. Leaf rust infects wheat plant leaves, resulting in lower seed formation and yields. **Contact: Stan Cox (913) 532-7260.**

**BALANCED FOOD INTAKE** -- Americans have conflicting emotions surrounding their ideas about food and eating. "Current emphasis of achieving a certain body weight or shape has led many Americans to feelings of guilt and unrealistic expectations about what is attainable through diet," says **Beth Reames**, extension nutritionist with the Louisiana Cooperative Extension Service Agricultural Center. Slow weight loss is probably best way to lose weight and keep it off, Reames says. **Contact: Beth Reames (504) 388-4141.**

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## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1829** -- Maria Bynum visits a special farm in Delaware that shows farmers several valuable soil conservation practices. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1311** -- Meat for the grill; food programs and food banks; five vegetables a day; organics or not; don't waste yard "wastes." (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE NEWS & FEATURES #1820** -- USDA News Highlights; Secretary of Agriculture Edward Madigan assesses reorganization; animal drug residues down; whey may be the way to rejuvenate soils; the western water situation. (Weekly reel of news features.)

**NEWS FEATURE FIVE #1526** -- Insulin and dwarfism; hot bath for guavas; controlling nuisance bees; death by mating; versatile nematode. (Weekly reel of research feature stories.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Wed., July 1, farm production spending (1991), horticultural exports; Fri., July 3, federal holiday, no scheduled **USDA reports until Tues., July 7**, crop/weather update; Thurs., July 9, U.S. crop production, world ag supply and demand; Fri., July 10, farm labor, world ag/grain situation, world oilseed situation, world cotton situation. (These are the **USDA reports we know about in advance**. Our Newslines carry many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)

**DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.**

Material changed at 5 p.m., EDT, each working day.

## FROM OUR TELEVISION NEWS SERVICE

**FEATURES** -- Pat O'Leary reports on USDA's new Osaka, Japan, trade office; DeBoria Janifer on USDA's child nutrition guide; Lynn Wyvill on summer grilling safety.

**ACTUALITIES** -- Secretary of Agriculture Edward Madigan on USDA streamlining; USDA meteorologist Tom Puterbaugh on U.S. crops and weather; USDA economist Jim Hauver with USDA's latest agricultural outlook.

**UPCOMING FEATURES** -- Pat O'Leary reports on electronic preservation of old books at USDA's National Agricultural Library; Lynn Wyvill reports on crop residue management; DeBoria Janifer on research at the National Agricultural Research Center in Beltsville, Md.

**EVERY OTHER WEEK** -- Agriculture Update, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:45 a.m., EDT, and Mondays from 8 - 8:45 a.m., EDT.*

## OFFMIKE

**DID HIGH MOISTURE LEVELS...**in no-till soybean fields make the plants more susceptible to frost damage? That was the question **Skip Davis** (WASK, Lafayette, Ind.) put to producers in the state's northwest section hit by frost in early June. Nearby fields that had been conventionally tilled, and therefore drier, were not damaged. Skip says it was the only variable among the fields. The producers said it was something to think about, but they replanted using no-till. The Indiana State Fair, Aug. 12-23, celebrates 100 years at its location in Indianapolis. Skip's daughter **Stefanie**, a student at Franklin College, is part of a team touring Indiana county fairs and events this summer promoting the state fair.

**LEAVING SUFFICIENT RESIDUE...**and how to measure it are goals of the Illinois Crop Residue Management Team, says **Peggy Kaye Fish** (WFMB, Springfield, Ill.). Peggy is a member of the team, and is also working to form a group in her county to help in the effort. Producers are urged to check their conservation plan for compliance, and to measure residue after planting. Peggy says the busy season has definitely arrived. Multi-meeting days and the first of a series of county fairs to cover.

### ***Farm Broadcasters Letter***



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Washington, D.C. 20250-1300

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**QUALITY AND QUANTITY...**of agricultural loans were higher this season in the region served by **Roger Flemmer** (KFAB, Omaha, Neb.). Roger says availability of funds put loan volume above last year's level.

**FFA...**projects have been receiving help from farm broadcasters. **Ed Johnson** (ABN Radio/TV, Columbus, Ohio) produced a story about a 29-year old maple syrup operation that is conducted by chapter members in Mason, Mich. **Mike Miller** (Agnet, Houston, Texas) is raising funds for chapters by helping FFA students sell subscriptions.

**THANKS...**for the feedback from **John Rader** (KERI, Bakersfield, Calif.). John says in response to listener requests, the station is featuring a USDA Consumer Time feature every weekday. Consumer Time is part of the weekly series of programs available to stations on cassette. John says the station's **George Miller** will be away from the microphone until next month while he's recovering from an injury.

  
**VIC POWELL**

Chief, Radio and TV Division